

Colorado Workforce Development Council

Meeting Summary

Colorado Community College System
Lowry Campus
Presidents Room
March 23, 2005
9:30am – 12:00pm

In Attendance:

Members:

Mark Pingrey, Peggy Herbertson (proxy for Commissioner James Bensberg), Marc Dettenrieder, Marva Livingston Hammons, Sue Carparelli, Yvonne Myers (proxy for Bob Wilson), Mark Warne, Doug Glynn (proxy for Bill Moloney), Mary Beth Susman, Chris Olsen (proxy for Rick O'Donnell), Nancy Lemein, Dr. Roger Smith, Tom Allee, Tom Looft (proxy for Leroy Williams), Skip Paterson, Joe Collins, Steven Brown, Kersten Hostetter, Lucille Mantelli, Nancy McCallin, Brent Ness (via telephone), Kelly Manning (proxy for Brian Vogt-via telephone), Nancy Smith, Samantha O'Neill-Dunbar (proxy for Nancy McCallin), Pat Buys

Others:

Tom Miller, Wayne Bulander, Mark Davidson, Dr. Mary Ann Roe, Judy Emery

Staff of the Workforce Development Council:

Booker T. Graves, Steve Wright, Aron Diaz, Glenn Little, Lee Carter

Absent

Members: Barbara Kirkmeyer (proxy for Mike Beasley), Gary Bien, James Byrne, Mark Dutell, Senator John Evans, Tom Flanagan, Colleen Brave Honomichl, Cameron Horan, Jennifer Lambert, Senator Dave Owen, Nancy Stahoviak, Les Watkins

Meeting

- Welcome and Introductions – Mark Pingrey

The meeting was called to order at 9:40am . All of the Council members introduced themselves.

- Chairs Report-NGA/NAWB – Mark Pingrey

50 WIB Chairs attended the conference in Washington , DC . Assistant Secretary of Labor and Asst Secretary of Education Susan Scalifani made presentations to the association. There was a session with the staff assistants for workforce for Senator Enzi and Senator Ted Kennedy. They were joined in a discussion with Joan Wodiska Director of Workforce, Education and Early Childhood committee of the National Governors Association. The briefed the members on the

senate position on WIA Reauthorization. The group also voted to hold the Summer Association Meeting in Portland .

- Excellence Awards – Booker T. Graves and Tom Miller

As part of the CIMS program, a Business Recognition Award is given to recognize partner organizations that do exceptional work. On behalf of the Council Chair and the SWIS Committee, Northrop Grumman, a company that provides a Solaris internship program to students via Workforce Boulder County , was presented with an Award of Appreciation and Recognition.

At each Council meeting, a local workforce board and workforce center are recognized for their contributions to the Colorado Workforce System. Tom Miller, from Workforce Boulder County , was presented with plaques for his region.

He made a presentation on the work that Boulder County does and the initiatives that they are currently leading. Boulder County 's employer base is made up of largely manufacturing industries, along with high tech companies. The expectation is that customer levels at the workforce centers will be the same as last year. This is due to under-employment; many customers have Bachelor Degrees, Master Degrees, or Doctorates, but are not finding employment in their area of expertise.

One of the big projects that is being worked on is a collaborative healthcare partnership which provides the opportunity to attend college to those that may not otherwise be able to attend. The SEED program is focused on youth and is a four to six week summer internship program which is paid through scholarships from local businesses. Mark thanked Tom for his partnership and the work that is going on in Boulder .

- e-Colorado Portal – Dr. Mary Ann Roe

www.e-colorado.org

Everyone is encouraged to check out the site and register as a Workforce Professional. The Portal is geared toward integration between workforce, education, economic development, etc. Right now, the focus is on internal marketing of the system and adding content to the site. The NGA State Chairs has decided to locate its peer to peer communication project on the site.

There continues to be a lot of interest from other states on what Colorado is doing with the Portal. It is being used as a model for other state workforce systems. Mark urged everyone to explore the site as it is a great attempt to pull information together in one location.

- Nursing Faculty Supply and Demand – Sue Carparelli

The study that was recently completed, reflects learning about the many layers of Colorado 's healthcare system. By 2020, there will be a 31% nursing shortage. Nursing retention is not successful primarily due to the average age and current retirement levels.

There will have to be double the output from the schools in order to remain at current levels by 2020. However, there is a shortage of educational faculty and clinical training sites. The situation requires collaboration across the board.

Industry representatives, nurses, and nursing educators were all included as collaborators on the

study. It was a comprehensive study that included an environmental scan, an expert advisory panel, web based surveys, and informant interviews. There were data limitations that have to do with things that are not being tracked right now.

Faculty vacancies on a national level are 8.6%, with Colorado vacancies higher, between 15% and 25%. Vacancy rates will increase as retirement levels continue to rise. Salary is the number one barrier to faculty recruitment. Graduates are not being prepared adequately to be ready to perform safe, independent work. Health organizations are spending \$2 million on orientation of new workers. We have to be attentive to the quality of training and education, and not just the numbers of those trained. Outcomes must be constantly monitored. Opportunities for system redesign must be sought out; promote and evaluate innovation and build on what's working.

Retention is a very complex issue that goes beyond one or two factors effecting healthcare worker employment. The first one to three years that a student is out of school are the highest periods of attrition; there can be a difficulty acclimating to the healthcare environment and the possibility of feeling unsafe.

Shared information, vision, and accountability are the necessary ingredients for system success. A strategic plan is being drafted from the findings of the study, which helps to establish a common ground to work from. There was lively discussion between Council members regarding the need to focus on the issue of retention of nurses and what are the issues creating the high turnover in licensed nurses.

Committee Reports

BOAM Committee – Skip Paterson

The question that the Committee has sought to answer is: How do you get businesses to understand what workforce centers and the Council do and can do for them?

Looking to increase brand awareness through a systematic approach with the rural and metro areas collectively.

There was a substantial increase in brand recognition last year. Over 300 staff were trained on marketing skills and business plans. Funds were distributed to the workforce regions for marketing efforts, Workforce Development Month was created, and a Marketing Taskforce was created to implement the BOAM Committee's plans. Workforce Development Month showed innovation and teamwork.

The three objectives for this year are: creating a Marketing Certification based on CIMS criteria, leveraging of unsolicited funds from the federal Government, and Workforce Development Month 2005. The BOAM Committee report was approved via an unanimous Council vote.

State Youth Council – Steve Wright

The State Youth Council has provided technical assistance to the workforce centers around the state.

They have placed an ad in the Colorado Career Guide.

They are working on getting additional youth involved with the State Youth Council and have decided to support a local DECA chapter.

Membership has increased and the structure has been revamped. The Council is taking a more deliberate approach to membership. There are still a handful of vacancies to fill in the next few months. A youth position was filled by a girl working on the Summer Job Hunt with Julie Berge at CDLE.

The Council is looking to fill the Co-Chair position beside Jennifer Lambert. The Co-Chair will be selected by Jennifer, Mark, and Booker.

Finalizing the PGL, which is focused on the E3 concept. There will be a statewide training on what is required to apply for grant funding.

The Council continues to support the activities of the Youth Transition Grant and the Summer Job Hunt.

The State Youth Council report was approved via an unanimous Council vote.

SDPC – Dr. Roger Smith

On February 1 st , a Strategic Planning meeting was held at Cableland to discuss the direction and focus of the Council and its sub-committees. There were presentations from various state agencies on initiatives they are working on and how the Council can assist. Mark will be convening an executive committee to move forward on ideas that were fleshed out at the Strategic Planning meeting.

SWIS Committee – Mark Warne

Judy Emery provided a Project TRAIN update. Colorado has conducted a needs assessment and there will be a Forum to review the findings on April 7 th . The program has taken off nationally and more states are being brought on board to participate. Looking to reach a consensus on the key principles that come out of the Forum. The Navigators are an evolving system and still in a learning process. Working on establishing clearly defined roles and responsibilities for the Navigators. Conducting more extensive marketing and outreach in conjunction with the BOAM Committee to determine how to best approach employers. Continuing to develop a mechanism to collect data and monitor performance.

At the last SWIS Committee meeting in February: Mary Gershwin updated the Committee on the CIMS program. It is projected that by 2008, all of the workforce regions will have completed the High Plains level of training, which is the first step in the process.

Sue Schierkolk gave the Committee an update on the Youth Transition Grant. They are set to begin drafting their State Plan. Dr.

Mary Ann Roe gave a presentation on the e-Colorado Portal.

The Committee reviewed the status of the Adult Grants that they approved.

The Information Technology Association of America Special Interest Group invited the Council to join its membership. The Committee approved this membership and Pat Buys will represent the Council, along with Booker.

Booker gave an update on the status of the State Plan and WIA Reauthorization.

The SWIS Committee report was approved via an unanimous Council vote.

Director's Report – Booker T. Graves

Mark acknowledged Booker's efforts in assisting the Council and the state in becoming a leader in the nation in assisting people to make employment advances and positive changes in their lives. Booker thanked all of the partners that support the system and the Council.

Through the leadership of Sue Carparelli and Elise Lowe-Vaughn, Colorado has been awarded \$1.6 million via a healthcare grant. This is a very innovative and collaborative project that will, through a collaborative learning center, will increase the number of trained nursing professionals in the state.

A study from the US GAO that was conducted for the Senate HELP committee has been released that shows an increase in awareness of the system and satisfaction with the workforce centers services.

A meeting of the Strategic Planning group will convene to focus the work that will occur in the next two to three years of the Council and its sub-committees.

As a Next Step from Workforce Development Month, Community Forums, with Ed Barlow as the speaker, are being scheduled to talk about the future of economic development, workforce, etc.

Mary Beth Susman has made available bandwidth space to do data casting via PBS. Broadcasts will be in Real Time, providing video and audio for training, meetings, etc.

The Office of Workforce Development continues to try to keep everyone aware of system changes and updates, however, if these e-mails are too cumbersome, please let us know.

Meeting was adjourned at 12:10pm .